

# 1. Identify your goals

B2B and B2C marketers will likely have different goals for their native ads.

- B2C companies are more likely to focus on awareness KPIs like share of voice (SOV) or traffic or time on site.
- B2B companies are more likely to track engagement and conversions.

## Set S.M.A.R.T Goals

Example: *We want to increase our SoV by 2% people by the end of Q3 of 2019 to increase our customer base.*

### **Goal Number One:**

[Insert goal here]

### **Goal Number Two:**

[Insert goal here]

### **Goal Number Three:**

[Insert goal here]

## Track Your Growth Metrics

### **Goal Metric Tracking Example**

Current Baseline: *10% Share of Voice*

Average data for the past six months: *10.45% Share of Vouce*

Growth percentage goal: *2%*

Growth end goal: *12% Share of Voice*

## 2. Content Strategy

Native advertising is really good at delivering top-funnel content at scale.

But, you'll want to approach this strategically so that people who enter the top of your funnel can later be delivered mid-funnel content through retargeting.

Make sure that you align your native ad content with the buyer's journey.

- Identify content assets
- Organize by persona and funnel stage
- Identify content gaps

## 3. Targeting

- **Context:** Domain and Page Level – This method of targeting is pretty straight forward. In most cases it makes sense to have the context (topic) of the content being distributed match the context (topic) of the organic content surrounding it.

Example) Your in-feed ad matches the topics of the content on the site. See our [Wired/Netflix advertorial](#) example.

- **Weather** – Companies that sell products or services for certain weather conditions can get their name in front of an audience experiencing these conditions in real-time.
- **Audience:** User Level (UPD), Demographic, History, Interests, Retargeting, Lookalikes – This is one of the most common ways to target.
- **Location:** Country, State, City – This is pretty self-explanatory.
- **Device Type:** Desktop, Tablet, Phone – This is useful targeting if your content is better fit for certain devices other others.
- **Time of Day, Day of Week:** This is pretty self-explanatory.

## 4. Creative

Avoid click-bait articles at all costs.

Social media platforms and native ad exchanges are cracking down on what is perceived as “fake news” and you don’t want to be in that category.

Here’s a handy checklist from the Native Advertising Institute to optimize your ads.

- All creative should be seamless.
- Use dynamic headlines for context and personalization.
- A/B test different headlines and creative.
- Use faces in your images.
- Use brand-appropriate colors.
- Be honest and concise.
- Don’t sell
- Use numbers and adjectives